

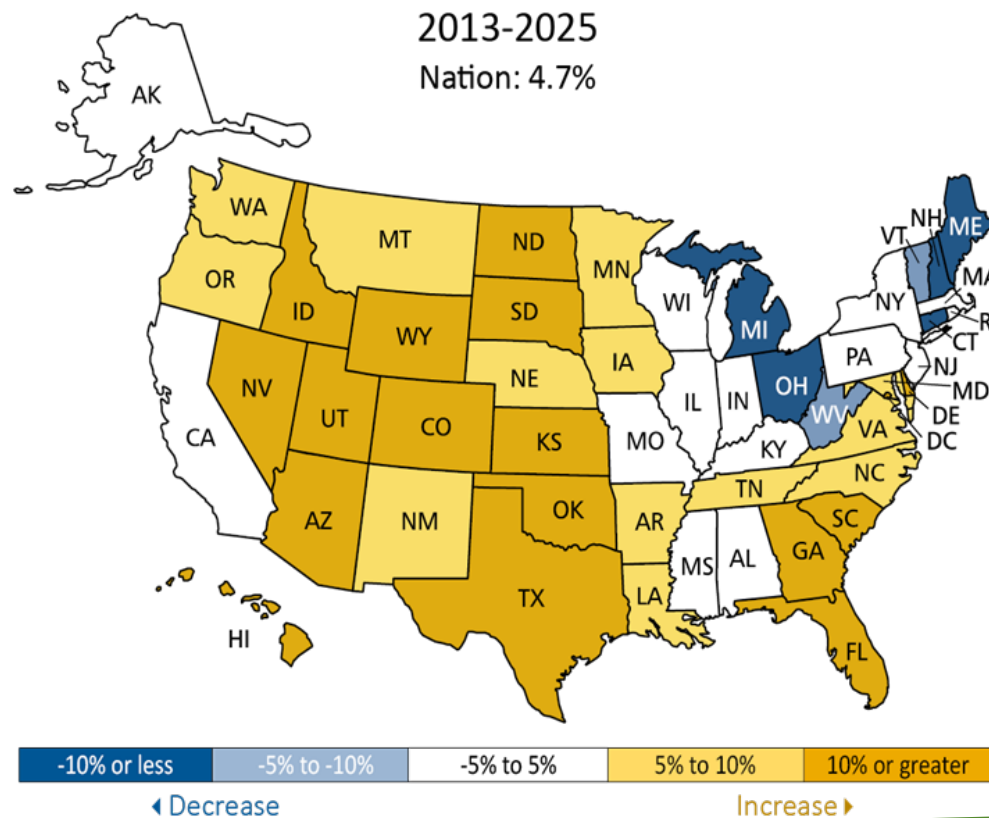
Overview of Recruitment & Engagement Initiatives

An Admissions & Marketing Partnership

High School Graduates

Trends by Region

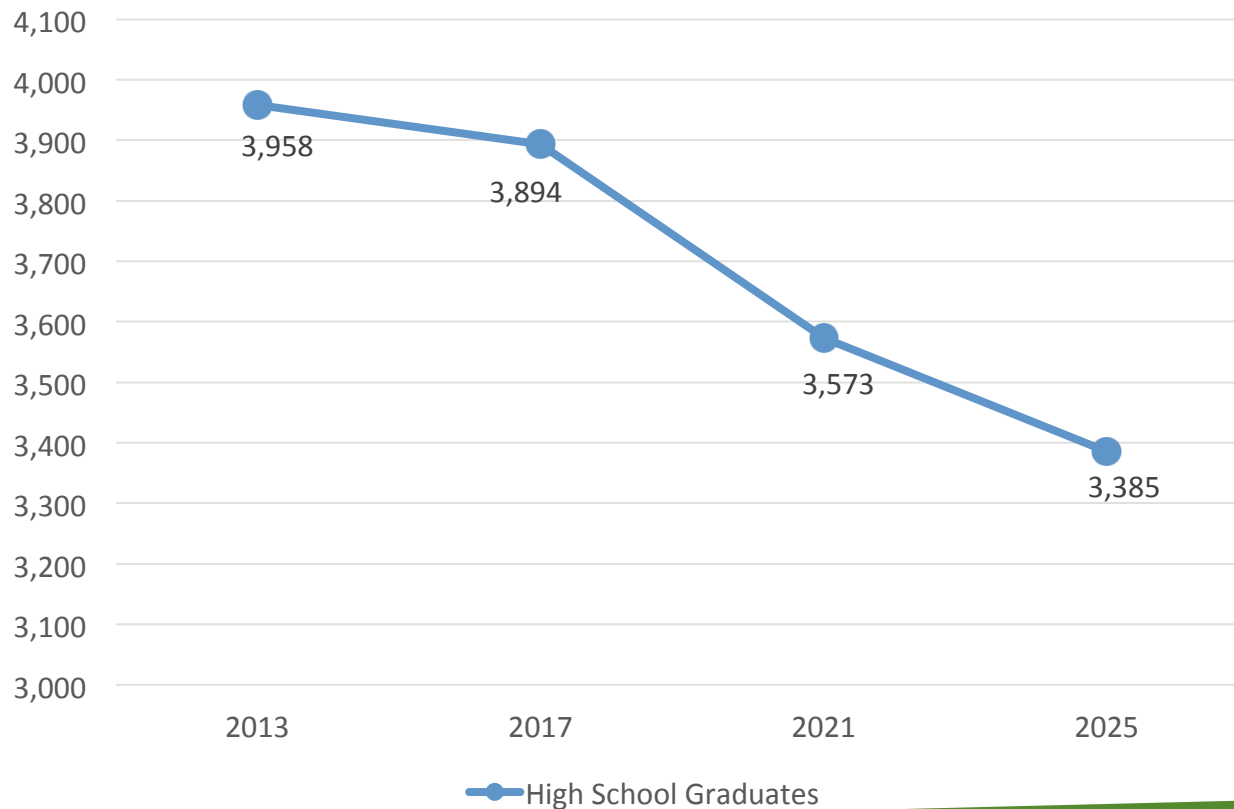
Despite projected growth of +4.7% in the number of high school graduates in the United States, significant declines are expected in most of New York and throughout the Northeast by 2025.



High School Graduates

Trends by SUNY Adirondack's Service Area

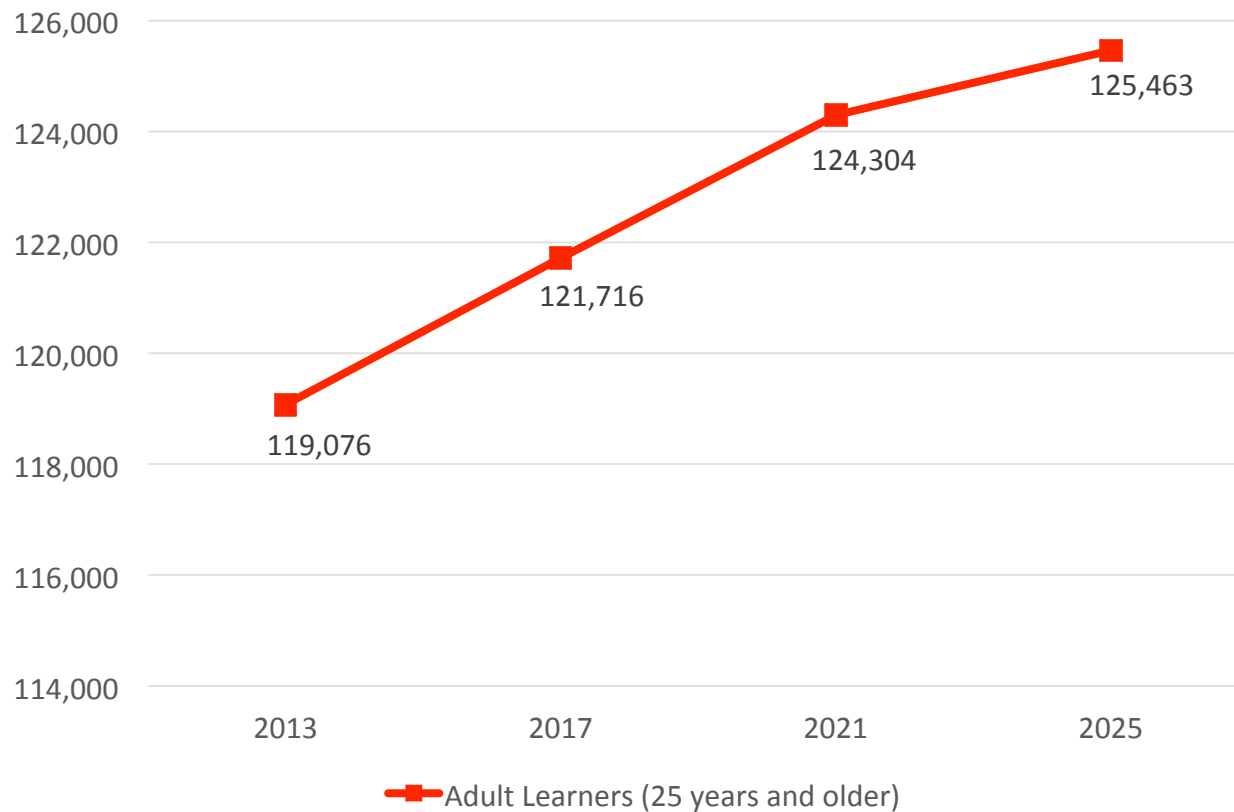
The number of high school graduates in our Service Area (Saratoga, Warren, Washington Counties) is projected to drop by over -14% (-573) through 2025.



Adult Learners

Trends by SUNY Adirondack's Service Area

The number of adult learners 25 years old and older with a high school diploma or some college in our Service Area is expected to increase by over +5% (+6,387) through 2025.

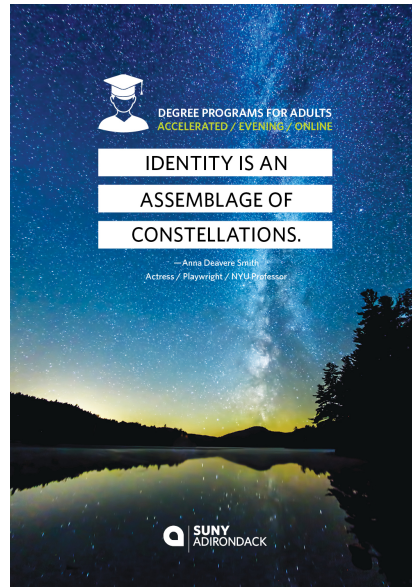
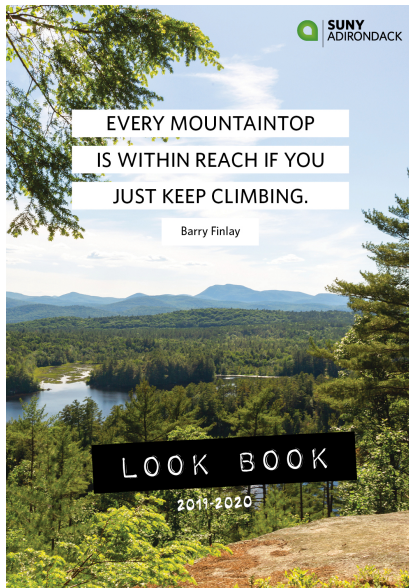


Off-Campus Recruitment

- The Admissions Office conducts over **300 (306)** off-campus recruitment visits during the fall and spring.
 - 95 visits to high schools in the *Service Area*, 142 visits to high schools *Outside the Service Area*, and 69 visits to companies in the *Service Area*.
 - Active member of Adirondack School Counselor Association and participant at SUNY Operation Inform and NYC Guidance Forum.
- The Financial Aid Office, Educational Opportunity Program (EOP), Athletics Office, and Individual Faculty Members conduct between **30- 50** off-campus recruitment/ information sessions in the *Service Area* and *Outside the Service Area*.

Off-Campus Recruitment, Continued

- The Marketing & Communications Office has designed and developed various printed promotional materials to assist with recruitment initiatives:

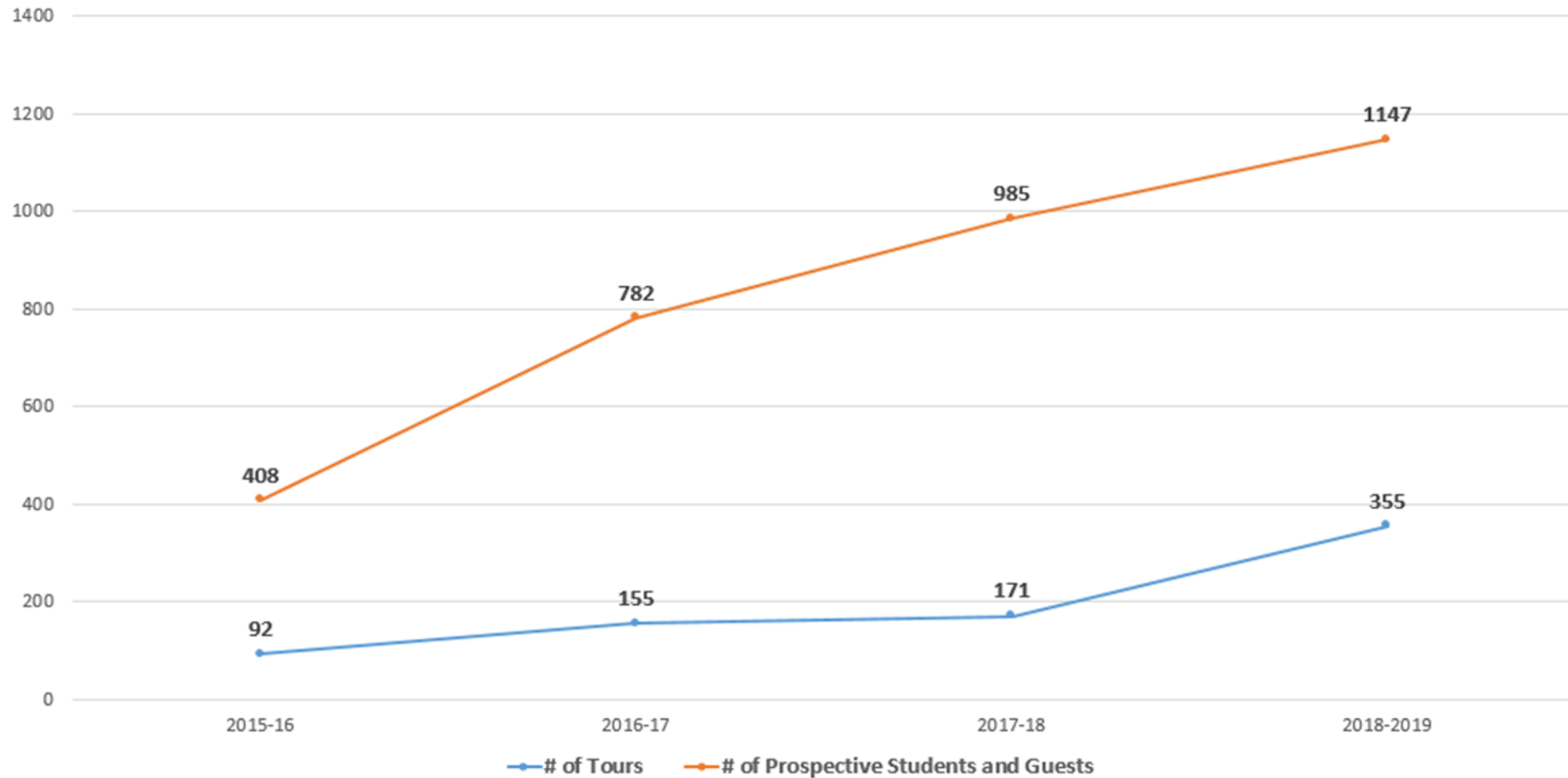


On-Campus Recruitment

- **Over 2,300** prospective students and families visit campus each year to learn about our academic programs and services including open houses, forums, information sessions, and campus tours.
- Individual tours have increased by +286% (+263) and the number of prospective students and families has increased by +181% (+739).
 - *Now offering specialized tours for specific programs in Fall 2019 including Athletics, Culinary Arts, Mechatronics, and Radio-TV Broadcasting.*
 - *Planning for Spring 2020 tours for Media Arts, Cybersecurity, Networking, and More...*

On-Campus Recruitment, Continued

Admissions Campus Tours Trend



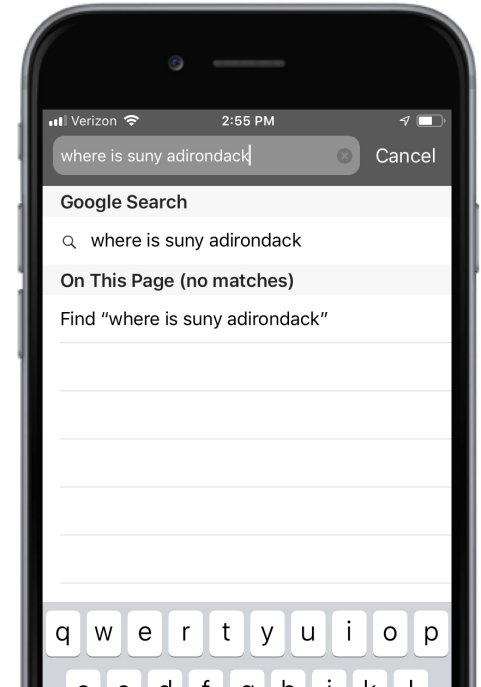
On-Campus Recruitment, Continued

- Incorporation of data analysis including **Predictive Analytics** to effectively target the students who are statistically more likely to enroll.
 - *Admissions provides personal outreach to accepted applicants to increase the application conversion yield rate as well as improve the financial preparedness of incoming students.*
- Early Financial Aid Award Package is a critical component to effective recruitment to compete with other colleges and improve financial preparedness.
 - *Award packaging was automated last year reducing the time of this process from months to a matter of minutes. Early award packaging will start in December 2019 for Fall 2020 (It historically hasn't started until April or May).*

Student Engagement

SEO (Search Engine Optimization)

- “People shop and learn in a whole new way compared to just a few years ago, so marketers need to adapt or risk extinction.” -Brian Halligan, Hubspot founder/ CEO
- SEO is the process of maximizing the number of visitors to a website by ensuring that the site appears high on the list of results returned by a search engine.
- Keywords are the words and phrases that searchers enter into search engines. Search engine professionals find alternative search terms people use to look for a similar subject.



Student Engagement, Continued

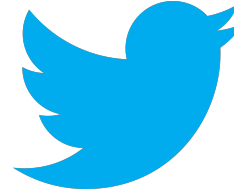
Display Ad Advertising

- During a recent 5 month period, display campaigns delivered:
 - 1,763,420 impressions
 - 4,126 clicks
 - Click thru Rate: 24%
 - In-view time: 18.7 seconds



Student Engagement, Continued

Social Media Marketing



- “Marketing messages must be tailored to each social media platform while keeping the overall message the same across the web.” -Response Media



Student Engagement, Continuing

- This past year, the Marketing & Communications Office purchased 4,169 high school student names/emails (seniors, juniors, & sophomores) from our Extended Service Area (ACT/NRCCUA/College Board).
- An intensive email/social media campaign was developed to directly target these students starting with high school seniors.
 - *Bi-weekly emails from October thru August including general college recruitment information, academic program and student-identified interest areas.*
 - *Related (paid) social media posts were delivered to the same audience, through email-address matching in Facebook. Posts on the college's social media pages reflected similar themes, strengthening the messaging through organic reach.*



Student Engagement, Continued

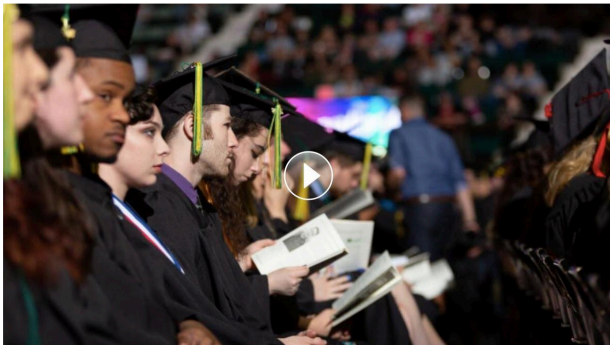
General Interest Email Examples



SUNY ADK
imagine the possibilities

SUNY Adirondack is a two-year community college with an emphasis on **COMMUNITY**.

With **30+ unique academic programs**, SUNY Adirondack is a leader in the region's workforce development, preparing the next generation of leaders for a bright future.



plan your visit

Tour our beautiful campus, meet our distinguished faculty, explore our classrooms and envision yourself in living in one of our Residence Hall suites.

[book my tour](#)



SUNY Adirondack awards scholarships to nearly **90%** of incoming students.

1) Apply and be accepted to the college.
2) Complete your FAFSA.
That's it!

HOW CAN I
qualify for a
SCHOLARSHIP
to SUNY ADK?

Scholarships are awarded based on both merit and financial need.

SAVE YOURSELF THE FOMO
(AND SOME MONEY)



[Apply 🎒 Now](#)



We know that college can be stressful at times. We also know that it's important to **find balance and support** in your college experience.

As a SUNY ADK student, you will have access to:

- 30+ student clubs & organizations
- Student Center & regular on-campus programming
- NJCAA Athletics & Intramural Sports
- State-of-the-art Residence Hall with communal social spaces and Fitness Center



Follow us on Snapchat and our other social channels to see for yourself what it's like to be a student on our campus.



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Student Engagement, Continued

Academic Program Area Email Examples



Joshua Daly is a successful entrepreneur, and he JUST graduated college.

"None of this would have been possible without going to SUNY Adirondack first." -Joshua Daly

Daly is marketing his environmentally friendly "Bug Flusher" to farmers across the Northeast. The product traps Japanese beetles and feeds them to chickens. He estimates the "Bug Flusher" could serve 10 million households.

A SUNY Adirondack alumnus, Daly won a business start-up competition from Siena College's Stack Center for Innovation and Entrepreneurship for the product before he graduated from Siena in May.

[Click here to learn more about SUNY Adirondack's Business Programs.](#)



"You have to put in the work. You don't graduate culinary school and immediately become a chef."
-Chef Jet Tila

Food Network personality Jet Tila visited SUNY Adirondack in March to talk about his career and the skills culinary students need to become successful.

"A modern chef must be a teacher and a communicator," Tila said.

Tila has starred in a number of TV shows, including "Iron Chef America," "Chopped," "The Best Thing I Ever Ate" and "Anthony Bourdain's No Reservations."

SUNY Adirondack recently opened Seasoned, its student-run restaurant, as part of the new Culinary Arts Center in downtown Glens Falls.

The new facility also includes a bake shop, a gluten-free restaurant kitchen and classrooms for lecture-based learning.



[Click to learn more about SUNY Adirondack's Culinary Arts and Hospitality Management degrees.](#)

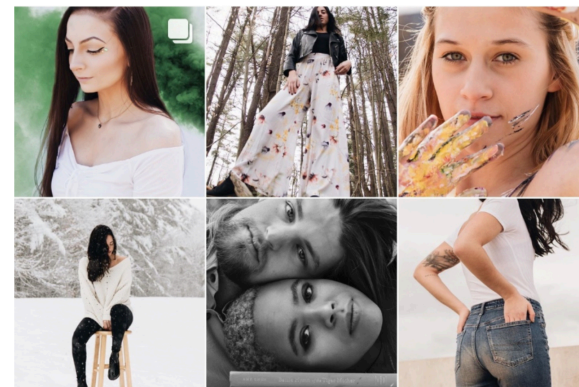


Photo credit: Ericka Wadleigh @lunlightportraits

"I think the Media Arts program at SUNY Adirondack is a really cool transition between fine art and digital art. You can pull aspects from both areas."

-Ericka Wadleigh

Ericka Wadleigh won second place in the Best of College and High School Photography Contest 2018

About 12,000 photos from around the world were entered into the competition, which is sponsored by Fujifilm.

Wadleigh, a native of Queensbury, graduated from SUNY Adirondack in May and transferred to SUNY New Paltz.



[Click to learn more about SUNY Adirondack's Creative and Performing Arts degrees.](#)

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Student Engagement, Continued

Admit Hub (Chat Bot)



The Admissions & Marketing Partnership

- In addition to purchasing student names/ emails for high schools within the Extended Service Area, Marketing will also obtain student names based on a review of historical applications & registrations for:
 - *Specific high schools in Capital Region, Hudson Valley, and NYC & Long Island.*
- Admissions and other Offices prospective student leads will now be incorporated into Marketing's student engagement email/ social media campaigns .
- Marketing will proactively promote Admissions and other Offices high school visits through various digital and social media platforms and specifically target students in these schools from purchased lists and internally generated college leads.

SUNYADIRONDACK

Complete the form below to request more information

Name: _____

Email: _____

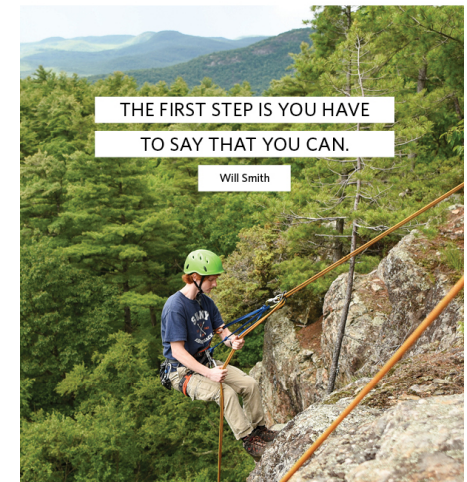
Date of Birth: _____

Name of High School: _____

Year of Graduation: _____ or Year of GED/TASC: _____

I am interested in on-campus housing: ☐ Yes ☐ No

Complete this form online: sunyacc.edu/request-information



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The Admissions & Marketing Partnership

Next Steps

- Marketing and Admissions will begin targeting **High School Counselors** and **Parents** with targeted emails/ social media similar to the student engagement messaging.
- Marketing will continue developing communications in partnership with Admissions with engagement messaging from application through the start of classes as the intermediate step to the implementation of a Customer Relationship Module (CRM).
- Continuous focus on our International Student, Adult Learner (SUNY Adirondack Saratoga), and Student Athlete populations. Admissions and Marketing will also expand partnerships with Faculty & Academic Affairs.